

REMARKS/ARGUMENTS

In response to the Examiner's Office Action of June 1, 2007 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

claims 1, 8, 12, 15, 21, 24, 25, 31-33, 41 and 43 are amended to replace the first occurrence in each claim dependency chain of each "ID" with --identifier ID--;

claims 1, 12, 21, 35, 36, 37, 41, 42 and 43 are amended to replace "for enabling" with --for providing-- with respect to the claimed methods;

claim 7 is amended to replace "tsp" with --the step--;

claims 35, 38 and 40-44 are amended to replace recitation of the interaction data "allowing" or "enabling" electronic capture of the respective entries/information with recitation of the respective entries/information --being electronically captured-- in the computer system --by using the interaction data--;

claim 36 is amended to replace "interaction data for enabling the competition entry" with --interaction data for competition entry--;

claim 37 is amended to remove the colon and semicolon punctuations in the first recited step and to clarify that the address is identified from either the sensing device identity or the interaction data;

claim 38 is amended to remove the colon and semicolon punctuations in the preamble and to replace the "for: enabling" recitation with the recitation of a method --for competition entry by an entrant and limitation of subsequent communication between a competition administrator and the entrant--;

claims 38 and 39 are amended to replace "enabling transmission of" with --configuring the computer system to transmit--;

claim 40 is amended to replace the "for enabling" recitation with the recitation of a method --for instant win competition entry by an entrant via a printed competition entry--;

claim 41 is amended to remove the colon and semicolon punctuations in the first recited step;

claim 42 is amended to replace the "thereby enabling" recitation with the recitation of --for transmission of the coupon offer and the product identifier to a coupon administrator by the computer system--;

claim 43 is amended to remove the colon and semicolon punctuations in the first recited step;

claims 2-6, 9-11, 13, 14, 16-20, 22, 23, 26-28 and 34 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding Claim Objections

It is respectfully submitted that the above-described amendments to claims 1, 8, 37, 38, 41 and 43, provide the corrections required by the Examiner.

Regarding 35 USC 112, second paragraph Rejections

It is respectfully submitted that the above-described amendments to claims 1, 7, 12, 31, 30 and 34-44, clarify the recitations of these claims.

It is respectfully submitted that all of the Examiner's objections and rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

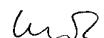
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